

### **ABSTRACT**

Sharing content includes classifying content perceived by a sharing user,  
determining a set of recipient candidates likely to be interested in the content based  
5 upon the classification of the content and prior sharing activity of the recipients with  
respect to content of the same or similar classification, and presenting to the sharing  
user one or more members of the set of recipient candidates for sharing the content  
being perceived by the sharing user.

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